



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Matz et al. Examiner:  
Serial No.: 10/016,988 Group Art Unit:  
Filed: December 14, 2001 Docket No.: 60027.0291US01/BS01371  
Title: Method and System to Perform Content Targeting

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CERTIFICATE UNDER 37 C.F.R. § 3.73(b)

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BellSouth Intellectual Property Corporation, a corporation organized and existing under the laws of the State of Delaware, having a place of business at 824 Market Street, Suite 901, Wilmington, Delaware 19801, certifies that it is the assignee of the entire right, title and interest in the patent application identified above by virtue of either:

A. ☒ An assignment from the inventor(s), of the patent application identified above.

The assignment was recorded in the Patent and Trademark Office on December 14, 2001, at Reel 012386, Frame(s) 0141, or for which a copy is attached.

B. ☐ A chain of title from the inventor(s) of the patent application identified above to the current assignee as shown below:

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- ☐ Additional documents in the chain of title are listed on a supplemental sheet.
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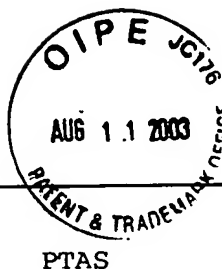
The undersigned (whose title is supplied below) is empowered to act on behalf of the  
assignee.

I hereby declare that all statements made herein of my own knowledge are true, and  
that all statements made on information and belief are believed to be true; and further, that these  
statements are made with the knowledge that willful false statements, and the like so made, are  
punishable by fine or imprisonment, or both, under Section 1001, Title 18 of the United States  
Code, and that such willful false statements may jeopardize the validity of the application or any  
patent issuing thereon.

Dated: 7-11-03

By: 

Jacqueline A. Gregorski  
Vice President, Patent and Trademark  
Procurement  
BellSouth Intellectual Property Corporation



FEBRUARY 13, 2002

KILPATRICK STOCKTON, LLP  
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Under Secretary of Commerce For Intellectual Property and  
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\*101925971A\*

UNITED STATES PATENT AND TRADEMARK OFFICE  
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PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

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RECORDATION DATE: 12/14/2001

REEL/FRAME: 012386/014  
NUMBER OF PAGES: 3

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BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

MATZ, WILLIAM R.

DOC DATE: 12/12/2001

ASSIGNOR:

SWIX, SCOTT R.

DOC DATE: 12/12/2001

ASSIGNEE:

BELLSOUTH INTELLECTUAL PROPERTY  
CORPORATION  
824 MARKET STREET, SUITE 510  
WILMINGTON, DELAWARE 19801

SERIAL NUMBER: 10016988  
PATENT NUMBER:

FILING DATE: 12/14/2001  
ISSUE DATE:

SHAREILL COLES, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS

ENTERED COMPU 245390  
ON 2/20/02

12-27-2001

U.S. Patent and Trademark Office



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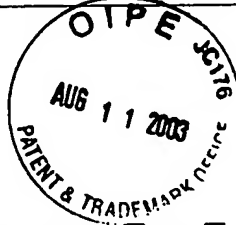
To the Honorable Commissioner of Patents and Trademarks

101925971

Attached original documents or copy thereof.

1. Name of conveying party(ies):

William R. Matz  
Scott R. Swix



2. Name and address of receiving party(ies)

Name: BellSouth Intellectual Property Corporation

Internal Address:

Additional name of conveying party(ies) attached? ☐ Yes ☐ No

3. Nature of conveyance:

☒ Assignment

☐ Merger

☐ Security Agreement

☐ Change of Name

☐ Other \_\_\_\_\_

Street Address: 824 Market Street

Suite 510

City: Wilmington State: DE Zip: 19801

Additional Name(s) & address(es) attached? ☐ Yes ☐ No

Execution Date: \_\_\_\_\_

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution data of the application is: December 12, 2001

A. Patent Application No.(s)

10016988

B. Patent No.(s)

AUG 14 2003

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Additional numbers attached? ☐ Yes ☐ No

5. Name and address of party to whom correspondence concerning this document should be mailed:

Name: John S. Pratt (Reg. No. 29,476)

Internal Address: Kilpatrick Stockton LLP

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41) . . . . . \$ 40

☒ Enclosed

☐ Authorized to be charged to deposit account

8. Deposit account number:

16-1435

(Attach duplicate copy of this page if paying by deposit account)

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Laura M. Kelley Reg. No. 48,441

Name of Person Signing

*Laura M. Kelley*  
Signature

December 14, 2001

Date

Total number of pages including cover sheet, attachments, and documents: 3

Mail documents to be recorded with required cover sheet information to:  
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WRD 12-14-01

101925971  
10/016988  
U.S. PTO



12/19/2001 RHARTIS1 00000045 10016988  
03 EC:581 40.00 DP

**ASSIGNMENT**

WHEREAS, We, **William R. Matz and Scott R. Swix**, have invented certain improvements in **Method and System to Perform Content Targeting**, which was filed with the U.S. Patent and Trademark Office herewith;

WHEREAS, **BellSouth Intellectual Property Corporation**, a corporation of the State of Delaware, U.S.A., having its principal place of business at 824 Market Street, Suite 510, Wilmington, Delaware 19801, desires to establish its ownership of all rights relating to this invention and patent application;

NOW, THEREFORE, in consideration of the sum of Five Dollars (\$5.00) and other good and valuable consideration paid by said **BellSouth Intellectual Property Corporation**, the receipt and sufficiency of which are hereby acknowledged, we have sold, assigned, transferred and conveyed and by these presents do hereby sell, assign, transfer and convey unto **BellSouth Intellectual Property Corporation**, in and for the United States and its territories and for foreign countries, the entire right, title and interest in and to said application, and to said U.S. Provisional Application, and to the invention therein set forth, and in and to any patent which may issue thereon, or claiming priority thereto, including any reissue, renewal, division, or continuation, in whole, or in part thereof, and we hereby bind ourselves, our heirs, legal representatives, administrators and assigns properly to execute without further consideration, any and all applications, petitions, oaths and assignments or other papers and instruments which may be necessary in order to carry into full force and effect the sale, assignment, transfer and conveyance hereby made or intended to be made.

Application No. To Be Assigned  
Filed: Herewith  
For: Method and System to Perform Content Targeting  
ASSIGNMENT OF RIGHTS OF PATENT APPLICATION

IN WITNESS WHEREOF, we have hereunto set my hand and seal this

12 day of December, 2001.

William R. Matz

William R. Matz

Scott R. Swix

Scott R. Swix

State of Georgia

County of Fulton

Then personally appeared the above named **William R. Matz** who  
acknowledged the foregoing instrument to be his free act and deed, before me, this  
12<sup>th</sup> day of December, 2001.

Kristin B. Norton

Notary Public  
Notary Public, Pike County, Georgia  
My Commission Expires March 30, 2004

My commission expires: \_\_\_\_\_

State of Georgia

County of Fulton

Then personally appeared the above named **Scott R. Swix** who acknowledged  
the foregoing instrument to be his free act and deed, before me, this 12<sup>th</sup> day of  
December, 2001.

Karen Gaskill

Notary Public

My commission expires: 8/14/04

